

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
April 16, 2009**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Thaddeus Smith, V.P.	The Music Box Theater
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Aziz Banayan	Algert Co., Inc.
	Shawn Ingram	My Friend's Place
	Jose Malagon	Hollywood Media Center
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Don Jacinto	Hollywood Roosevelt
	Jan Martin	AMDA
	Neelura Bell	CRA/LA - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	David Green	Nederland Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Fabio Vasco	GTL
	Gabe Rose	Coro Intern

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:05 p.m.

II. Public Comment

There were no comments from the public.

III. Approval of Minutes

**It was moved, seconded and CARRIED to approve the minutes from the board's March 19, 2009 meeting. Unanimously approved.**

IV. Treasurer's Report

A. Treasurer's Report:

1. Kerry Morrison presented the P and L statement through March 31, 2009. There are no significant variances to report.

**It was moved, seconded and CARRIED to approve the Treasurer's Report from March 31, 2009. Unanimously approved.**

2. Presentation of 2008 Financial Review and Approval for Submission to City: Fabio Vasco of Gleicher, Tilley and Leonard, reviewed the 2008 Financial report with the board. The report depicted an overview of the BID's expenditures for the past year and provided a current balance sheet. This report is required as part of the City contract.

**It was moved by Shawn Ingram, seconded by John Tronson and CARRIED to approve the 2008 Financial Review. Unanimously approved.**

3. Assessment Roll Changes: Morrison informed the board that thus far delinquencies are still trending low for the 2009 year. Morrison would like to wait another month before bringing a revised budget to the board to reinstate certain budget categories and adjust the delinquencies down from five percent.

4. Review of CPI and Recommendations Relative to 2009-2010 Assessment Roll: Sarah MacPherson reported that there was not an increase in the CPI for 2008. That being the case, it is the staff's recommendation that the board maintain 2009-2010 assessments at their current rates. The board concurred.

V. Committee/Activity Reports

A. Streetscape Committee

1. Bike Rack Conversion Project: MacPherson recently attended a meeting with the Council office to discuss the option of placing bike racks on the former meter poles that are within the district. With the placement of the park and pay stations in the BID there are several unused meter poles which can now be converted. MacPherson noted that poles that were not replaced with bike racks would be removed.

2. Hollywood Police Support Association Activities: MacPherson explained that Police Chief Bratton will be inspecting the Hollywood Community Station on May 7, 2009. In

order to get ready for the inspection, Captain Girmala has asked that the community and HPSA lend a hand in the clean up of the station. The HPSA is seeking monetary contributions to help with the clean up effort and will be planting some greenery around the outside of the building. Morrison informed the board that earlier in the month the Central Hollywood Coalition voted to assist the HPSA with at \$2,500 contribution that was taken from their interest income, since the station does not lie within the BID's boundaries. Since the station does not lie within the boundaries of the Hollywood Entertainment District, Bonbright asked if a monetary contribution from the HPOA's interest income could be considered at next month's meeting.

3. Alley Trash Compactor Presentation by Gabe Rose, Coro Intern: Rose presented to the board a Power Point presentation which showed the work he had accomplished over the last six weeks while working as an intern in the HPOA office. The presentation showed the cost comparisons between businesses that use standard dumpsters and those that use dumpster alternatives such as trash compactors or "bag only" services.

B. Marketing Committee:

1. Demographic Research Initiative: Zandona informed the board that the staff in cooperation with the Sunset and Vine BID and the Hollywood Chamber have decided to look into reaching out to a professional consultant to conduct a demographic research study. The Chamber has appointed Heather Cochran from AMPAS to Chair a committee to help with the process. Zandona is coordinating a meeting with both the CHC and HPOA Board Presidents, Heather Cochran and various board members to discuss the process more in depth.

2. Hollywood as a Campus Update: A survey was recently emailed to schools that were in attendance at last month's meeting. The survey will provide the BID and Chamber with more information on the various campuses within the area and aid in collaboration efforts between schools.

3. Consideration of Contribution to Hail a Taxi Signage Program: Zandona reported that in order to increase awareness of the Hail a Taxi program within Hollywood, the BID, in conjunction with the Council Office and Chamber, have decided to have signs produced and placed within the Hail a Taxi boundaries that will create better awareness for the program. To cover the costs for production the Council Office is contributing \$2,000, the Sunset and Vine BID \$1,200 and the Hollywood Entertainment District has been asked to contribute \$1,200.

**It was moved by Tej Sundher, seconded by Jose Malagon and CARRIED to approve a contribution of \$1,200 toward the production of Hail A Taxi program signs which would be placed within the district. Unanimously approved.**

C. Security Committee

1. Committee Report from April 9, 2009:

a. Street Character Issues: Tronson informed the board that there has been a significant increase in the number of tour operators soliciting pedestrians from the Kodak Theater east to Las Palmas. Will Rivera, at the last security committee, reported that he is taking steps to try and verify that the tour companies are legitimate operators, and is also researching whether the City's Office of Finance can come out to see if the characters and vendors are paying taxes.

b. Discussion Regarding Consumption Hour Changes: Morrison discussed with the board the idea to extend consumption hours for bars and nightclubs in order to decrease late night issues in Hollywood. The idea, which is being proposed by the Hollywood Hospitality Association, will be discussed at an upcoming meeting with representatives from both nightclubs and the LAPD. Tronson informed the board that at the committee's last meeting Captain Miller from LAPD had expressed that LAPD did not currently have the resources to staff late night service (example: to support nightclubs closing later than 2 a.m.). Morrison asked that the board give her direction for the upcoming meeting. The board, which has no formal position on the issue currently, asked that Morrison attend the meeting without reporting a formal board position and report back at next month's meeting.

c. Andrews International Late Hours Deployment: Tronson reported that Andrews International has had decreased arrests but increased calls for service this year. Steve Seyler attributes this increase in calls to the community's greater awareness of the BID patrol. Tronson also reported that after meeting with Captain Girmala, Chris Bonbright, Kerry Morrison and Seyler earlier this month, the group decided to reschedule Andrews' late night deployments back from 12 a.m. to 10:30 p.m. The group felt that after discussing the issue with Seyler, the use of BID security later at night was not of the most benefit to the community or the property owners since their resources were not as effective due to the large crowds of people, heavy traffic, and more high-risk encounters with the public.

d. Nightclub CUP Enforcement: Morrison and Thaddeus Smith recently had met with Captain Girmala to discuss the current state of CUP enforcement in Hollywood. Smith explained to the board that several of the nightclub owners are discussing a possible lawsuit against the City to address their grievances in this area. The goal is to organize a meeting between LAPD and the nightclub owners to see if the issues can be resolved before a lawsuit is filed. Captain Girmala is open to a dialogue and this meeting cannot happen until after the Hollywood station inspection on May 7, 2009. Morrison assured the board that the BID would only serve as a mediator at the discussions and not take or express a formal position.

## VI. HPOA Business

A. Navigate Hollywood Update: At the last Street Closure Committee Meeting Zandona informed the board that many of the attendees seemed to be in agreement with making a small monetary donation to the Navigate Hollywood website with each closure they initiate. In addition to this, Zandona was able to secure the final contribution from one of the original site contributors who had yet to pay.

B. Review and Approve Contract with Where Magazine for 2009-2010 Hollywood Visitor's Guide and Map: Zandona recently met with Jeff Levy, Where Magazine, to discuss this year's Visitors Guide and Map. Sales are just getting underway and already Zandona has secured over \$50,000 toward this years map. The total cost for this year's map is \$98,000.

**It was moved by Jose Malagon, seconded by Tej Sundher and CARRIED to approve that the HPOA enter into a contract with Where Magazine to produce the 2009-10 Hollywood Visitor's Guide and Map. Unanimously approved.**

## VII. New Business

A. Urban Design Plan: Morrison asked that those board members who have not yet responded for Tuesday's, April 21, 2009 Urban Design Plan meeting with the CRA please do so at their earliest convenience. The meeting will take place at the Roosevelt Hotel and all property owners within the district were sent via mail an invite to the meeting.

B. Request for Participation to Extend Metro Red Line Service Hours During 2009 Holidays: A request has been made to have a representative attend meetings to extend the Metro's hours. Morrison asked that the board give input as to whether or not they felt the staff should attend the meetings which would ask for private businesses to fund the extension. The board directed the staff not to attend the meetings.

## VIII. Report from Executive Director

A. ULI Project 1000 and Homeless Initiatives Update: Morrison and MacPherson attended the free Learning Day at UCLA for the Urban Land Institute Project 1000. Morrison reported that the project has selected Hollywood as one of the five test communities and will be working with the Hollywood 4WRD group on the initiative. Morrison also asked the board to look at the recent letter to the editor in the L.A. Time she had written in response to an article on patient dumping earlier in the week. Also, Morrison asked if the board knew of any locations that would be willing to hold LAHSA's winter shelter. The agency is looking for a location where they could house their winter shelter for this year (2009-2010). Morrison requested that leads be sent to her so she could forward them to LAHSA.

B. All Property Owners Meeting: The meeting date for this year's annual All Property Owners Meeting has been set for Tuesday, June 30, 2009. The board suggested checking with the Roosevelt or the Kress as potential locations to host the event.

C. L.A. Marathon: Jose Malagon asked if it was possible to request that Tom Labonge attend the board's next meeting to report on his plan to potentially bring the L.A. Marathon back through Hollywood.

D. Women of Distinction Awards: Morrison and the board congratulated Sarah MacPherson, who will be honored by the Hollywood Chamber of Commerce on May 7, 2009 as one of Hollywood's Women of Distinction.

## VIII. Next Meeting

The next meeting was scheduled for May 21, 2009 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

## IX. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 6:05 p.m.